

THE PERFUME SHOP COMPANY SALES CONVERSION REPORT

Report Period: 04/06/2017 - 10/06/2017 (Week 24)

This week

19.86%

Last Week

20.18%

Changes

▼ 0.32%

Best Perform Day

Saturday

22.75%

Outside Traffic

74,328

▼ 9.64%

Turn In Rate

1.85%

▲ 36.03%

Visitor Count

2648

▲ 12.15%

*Note: Variance versus same day last week

LEAGUE STATISTICS

Top 15 Stores

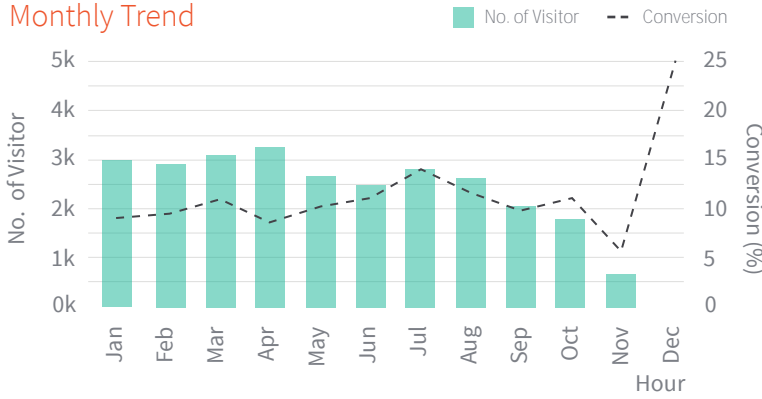
	Store Code	Store Name	Conversion %	Changes VS Prior Week (%)
1	001	Basildon	35.70%	▲ 18.54
2	011	Bradford	35.68%	▼ 16.12
3	102	Camberley	35.66%	▲ 15.54
4	150	Camberley	35.64%	▲ 15.43
5	110	Dundrum	35.62%	▼ 14.86
6	082	Edinburgh	35.60%	▲ 14.75
7	082	GlassgowFort	35.58%	▲ 13.10
8	002	Harrow	35.56%	▲ 13.08
9	080	Ilford	35.54%	▲ 12.96
10	136	Liverpool3	35.52%	▼ 12.75
11	163	Manchester	35.50%	▲ 12.66
12	052	Metro	35.48%	▲ 12.57
13	053	Newtownards	35.46%	▲ 11.99
14	072	Oldham	35.44%	▲ 11.84
15	041	Poole	35.42%	▲ 11.80

Bottom 15 Stores

	Store Code	Store Name	Conversion %	Changes VS Prior Week (%)
1	027	GlasgowParkhead	10.50%	▲ 1.28
2	057	High Wycombe	10.52%	▲ 1.38
3	055	Hull	10.54%	▲ 1.40
4	022	Islington	10.56%	▲ 1.56
5	104	Lisburn	10.58%	▲ 1.57
6	109	Luton	10.60%	▲ 1.59
7	115	Merry Hill 2	10.62%	▼ 1.64
8	032	Newcastle	10.64%	▲ 1.66
9	085	Omagh	10.68%	▲ 1.68
10	103	Peckham	10.70%	▼ 1.87
11	125	Perth	10.72%	▼ 1.89
12	031	Plymouth	10.74%	▼ 1.92
13	051	Princes Street	10.76%	▼ 1.93
14	056	Scunthorpe	10.78%	▲ 1.95
15	124	Stirling	10.80%	▼ 2.13

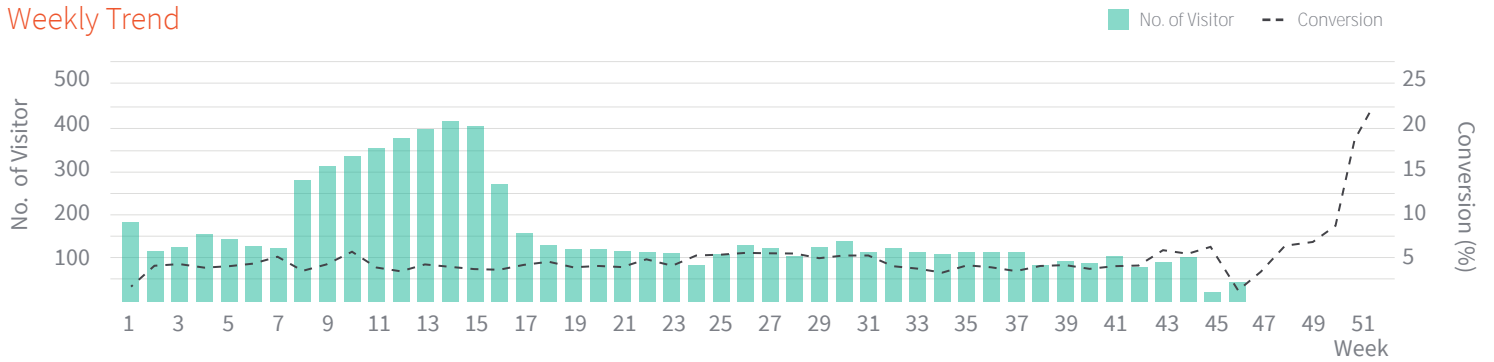
SALES CONVERSION

Monthly Trend

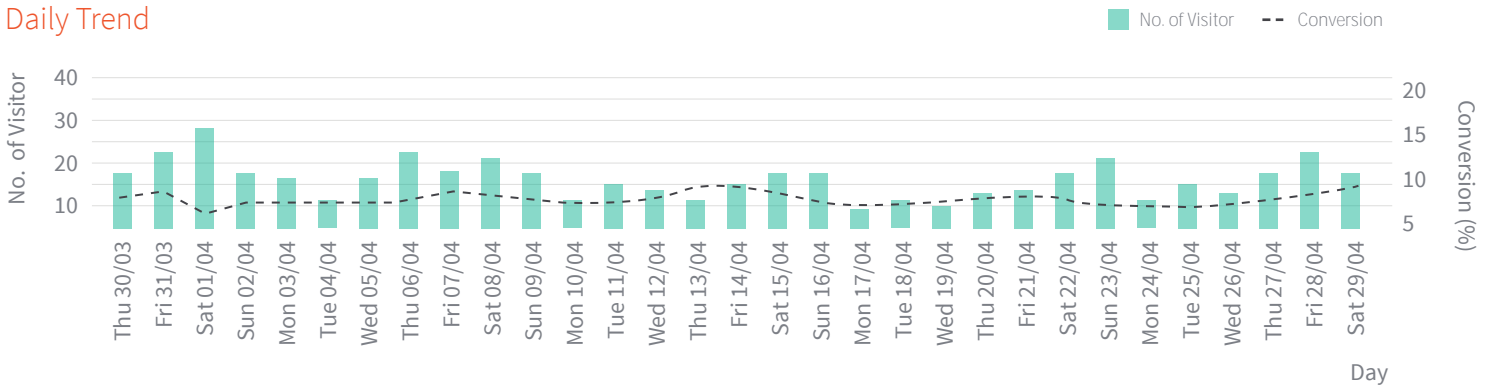


Week 18	No. of Visitor	Sales Volume	Conversion
Monday	161	24	17%
Tuesday	158	20	10%
Wednesday	94	21	7%
Thursday	163	30	7%
Friday	213	47	3%
Saturday	261	62	14%
Sunday	397	87	10%
Total	1447	291	10%

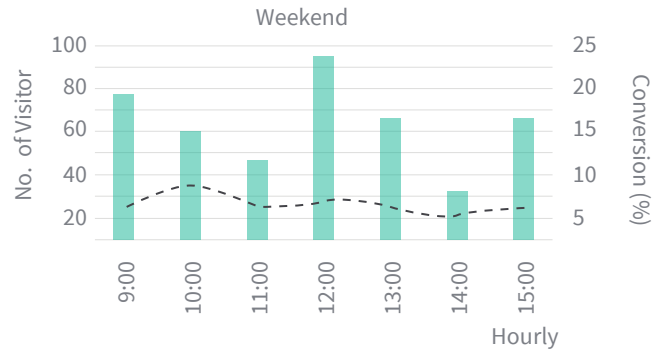
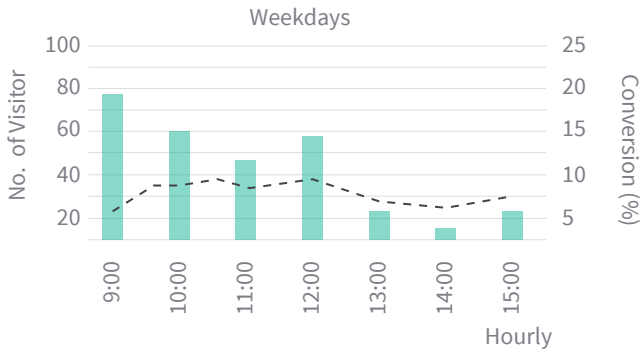
Weekly Trend



Daily Trend



Traffic Profile



Store Code	Branch	This Week	Changes from Last Week	Number of Transaction	Sales Amount	7 Day Trend	Ranking
120	Southampton	31.52%	▲ 1.10%	1320	£ 8,995.40		86
225	Southend-on-Sea	26.76%	▲ 81.34%	2725	£ 9,954.90		72
065	St James	37.82%	▼ 0.90%	2865	£ 5,523.35		58
189	St Johns	50.28%	▲ 37.14%	3489	£ 7,365.95		149
296	St Johns 2	46.50%	▲ 55.50%	2896	£ 9,985.85		194
232	St. Stephen's G	35.71%	▲ 23.20%	2432	£ 7,669.45		19
156	Stevenage	48.63%	▲ 27.90%	3256	£ 10,225.30		14
178	Stevenage 2	24.53%	▲ 28.72%	1478	£ 6,122.55		16
250	Stirling	31.85%	▲ 83.45%	2350	£ 7,599.80		225
135	Stratford	25.87%	▲ 39.11%	1635	£ 6,599.00		86
195	Stratford 2	27.41%	▲ 12.00%	1985	£ 7,255.50		225
012	Stratford 3	13.00%	▲ 39.53%	1012	£ 5,233.50		194
125	Street	25.10%	▲ 17.20%	1525	£ 6,223.35		60
153	Sutton	24.34%	▼ 8.90%	1352	£ 5,988.50		192
252	Swords	20.82%	▲ 2.80%	2252	£ 5,966.65		165
185	Tallaght	42.14%	▲ 52.23%	1785	£ 7,425.45		124
232	Taunton	46.39%	▲ 27.30%	2532	£ 7,036.65		145
122	Telford	18.78%	▲ 0.70%	1222	£ 8,775.85		60
101	Telford 2	31.48%	▲ 56.23%	2001	£ 10,359.90		192
252	Thurrock	31.52%	▲ 28.72%	2252	£ 7,425.45		165
185	Thurrock 2	26.76%	▲ 83.45%	1785	£ 7,036.65		124
232	Trafford 01	37.82%	▲ 39.11%	2532	£ 8,775.85		145
089	Trafford 02	50.28%	▲ 37.14%	3489	£ 10,359.90		19
296	Tunbridge Wells	46.50%	▲ 55.50%	2896	£ 9,985.85		14
242	Victoria 2	35.71%	▲ 23.20%	2432	£ 7,669.45		16
056	Victoria Place	48.63%	▲ 27.90%	3256	£ 10,225.30		225
178	Wakefield	24.53%	▲ 1.10%	1478	£ 6,122.55		86
250	Wandsworth	31.85%	▲ 81.34%	2350	£ 7,599.80		19
135	Wandsworth	25.87%	▼ 0.90%	1635	£ 7,599.80		225
185	Wembley Central	27.41%	▲ 12.00%	1985	£ 10,225.30		86
356	Westwood Cross	13.00%	▲ 39.53%	3256	£ 6,122.55		165
178	Westwood Cross 2	25.10%	▲ 17.20%	1478	£ 7,599.80		124
250	White City	24.34%	▼ 8.90%	2350	£ 6,599.00		16
165	White Rose	20.82%	▲ 2.80%	1635	£ 5,966.65		225
125	White Rose 2	42.14%	▲ 52.23%	2725	£ 8,995.40		86
265	White Rose 3	46.39%	▲ 27.30%	2865	£ 9,954.90		225
102	Woking	18.78%	▲ 0.70%	1222	£ 5,523.35		86
015	Wolverhampton	31.48%	▲ 56.23%	2001	£ 7,365.95		72
043	Wolverhampton	12.09%	▲ 56.23%	1643	£ 6,599.00		145
125	Wrexham	24.34%	▲ 56.23%	3425	£ 6,599.00		165
012	Wrexham 2	48.63%	▲ 27.90%	1012	£ 7,255.50		124
025	Wood Green	24.53%	▲ 1.10%	1525	£ 5,233.50		145
052	Wigan	31.85%	▲ 81.34%	1352	£ 6,223.35		19
020	York	25.87%	▲ 2.80%	1320	£ 5,988.50		14